

Tourism and security - Development and balance

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In my lecture and study, I explore the potential for developing tourism and security. All this is to do with the shift in balance between the two phenomena and the loss of tourism or security to the detriment of each other. By focusing on the balance between the two sides, tourism is of paramount importance for profit and security. I interpret this in terms of development opportunities and economic expectations. Focusing on the expectations of foreign and domestic guests.

Keywords: tourism, security, development, balance, guests

1. Introduction

Since 2015, Hungary has been under international migration pressure. In my study, I explore the potential for developing tourism and security. All this has to do with the shift in balance between the two phenomena and the decrease in one to the detriment of the other. Focusing on the balance between the two sides, tourism is of paramount importance for profit and security. I interpret this in terms of development opportunities and economic expectations, focusing on the expectations of foreign and domestic guests.

2. The method and its source literature

The data of the study are secondary data derived from the empirical data of the Hungarian Central Statistical Office (HCSO) and my own collection. I highlight and analyze the parts of the concept of innovation related to creating security.

The Question

Tourism and security do not compete with each other, there is a balance between the two.

The concept of innovation

The word “innovation” originates from the Latin term “innovare”; it means renewal and regeneration. Schumpeter interpreted the concept as follows:

- (1) sale of new goods or novel production of old goods;
- (2) introducing new delivery methods;
- (3) exploring new markets;
- (4) the use of new production materials (raw materials or semi-finished goods);
- (5) developing a new market situation (Schumpeter, 1930).

This concept of interpretation and enumeration is linked to the age of modernity, when the industrial revolution was regarded as the solution to every social problem. Unfortunately, this did not prove to be true. Thus, there was a need to rethink and redefine the concept of innovation.

The Reinterpretation of Innovation

“An innovation is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations.” (Oslo Manual, 2005).

The concept is still too broad. Today’s transformation, which is based on robotization and the digital society, calls for re-thinking. This is the narrow interpretation of innovation.

The narrow concept of innovation

An innovation is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization, or external relations. (Oslo Manual 2005) This concept is much closer to today’s innovation concept. The next step was to change the concept of innovation, to narrow it down. The following two innovation processes can provide the solution for designing and maintaining security regardless of the nature of the activity.

Security is a decisive innovation

An innovation process

“A process innovation is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.” (Oslo Manual 2005) By developing the procedures, i.e. by formalizing them, the organization can work according to pre-defined and practiced “scenarios” or professional language protocols. Of course, unforeseen events cannot be ruled out when designing security. Only well-trained and highly-trained management can handle this response, together with a properly trained staff.

Organizational innovation

“An organizational innovation is the implementation of a new organizational method in the firm’s business practices, workplace organization or external relations” (Oslo Manual, 2005).

Organizational development must always adapt to the requirements of the season. Thus, on the one hand, the nature of the facility determines the tasks to be performed. On the other hand, it is the dynamics of the changes in tourism in the given year which determines the developmental streams. It is advisable to change the organization in line with this approach, including the involvement of external experts and associates. An important element of tourism security is a security risk analysis to ensure that future operations work smoothly.

Developing procedures and modernizing infrastructure, helping and substituting each other can provide the minimum level of security that tourism can expect. This level should always be set for the current season when people travel, for the types of facilities/events (hotels, wellness hotels, museums, concerts etc.), and the number of tourists expected.

3. Results and Evaluation

In this part of the study, I present and interpret data on the number and activities of tourism and security (law enforcement) structures. In Hungary tourism has become a leading industry. This is also demonstrated by the following numbers and record amounts of revenue. The industry is continuously growing; this is true for both foreign and domestic tourism.

It is the duty of the tourism industry to invest in the development of security as well as the responsibility of its personal and infrastructure side, and it is in its own well-understood interest. The study focuses on the organizations that create tourism and security. I will then introduce innovation opportunities. All of this is based on police response and the workload of the law

enforcement organizations resulting from border surveillance following the mass migration crisis in Hungary in 2015.

Research focus

National Tourism Development Strategy 2030

The new approach of attraction development and basic infrastructure development is to supplement the destination-based approach, to guarantee the economic, social and ecological sustainability of the developed attractions, and to ensure that visitors can enjoy high-quality experiences.

Key global trends and challenges shaping the future of tourism

Shifts in world politics and global security politics: the increasing threat posed by global terrorism and processes affecting the future of the European Union. Crime, for example, will have major impacts on the trajectory of tourism on both a global and a national scale. Safety becomes a key factor in making tourism and travel decisions.

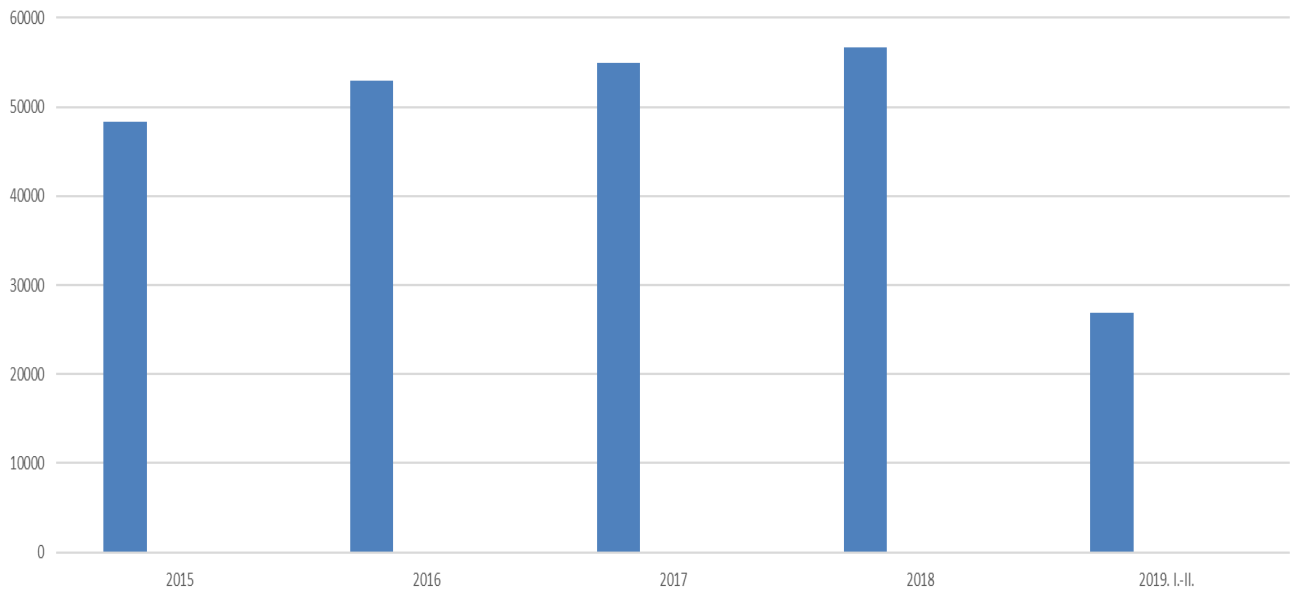
The common task of Hungarian law enforcement organizations and the tourism industry is the creation of security in the tourism industry, in an innovation partnership. The impact of migration is mostly on law enforcement organizations. This can be cost, release, or personnel management. The Hungarian Defence Forces also play a major role in border protection and participate in joint international missions. What distinguishes the Defence Forces from the following organizations analyzed is that they are not involved in municipal public security and do not carry out such patrols. This is the reason why armed security guards are not included in my analysis. These law enforcement agencies are the most exposed to migratory pressures in Hungary. In addition, their main task is to protect public security, both at state and individual level. This is especially true for the Hungarian Police.

Creating Safety in Tourism

Police; Municipal Police / Public Space Supervision; Private Security; each organization is responsible for creating public order and security, so I focus on them in my study. Structurally, these organizations were not created to manage mass migration. There is a hierarchy among law enforcement organizations. In order to enforce the state's monopoly on violence and the state's criminal law needs, the police must have the greatest and widest rights. Thus, police officers qualify as officials, and the members of the Municipal Police Department, the Militia, are also public servants. A security guard has only as many privileges as a natural person. In the following, I look at the organizations that have been defined as being authorized by the police. Then I will continue with organizations that can be engaged in potential mass migration situations in the event of the police being overloaded.

In the following, I review the number of foreigners arriving in Hungary. Source: Central Statistical Office. The figures show continuous growth.

Figure 1.
Number of foreign visitors to Hungary
Number of trips abroad to Hungary
2015-2019 I.-II.



Source: (HCSO 2019)

For the purposes set out in the section on growth and security in the National Tourism Development Strategy 2030, these organizations operate in a special system to ensure public safety. They see each other, help each other and share information to help them function better. As domestic and foreign tourism continues to grow, regardless of the figures specified in the strategy, cooperation in the partnership for development and innovation is essential.

The public security system consists of the following system types:

- Law Enforcement System (Police, Municipal Police / Public Space Supervision)
- Private Security System and (Private Security)
- civil protection system (Civil Guard) (Finszter 2013)

This is complemented by the activity levels and relationships of organizations:

- The police are centralized at national level
- Government Police / Public Space Supervision controlled by municipalities.
- Civil Guard with community involvement. Local level.
- Security at the level of market participants, employed by specific clients.

The comparison also shows that police officers have the greatest authority, they have the right to use legal violence for the sake of public safety. The other organizations have a so-called complementary character, these include community organizations like a militia, founded by local governments as a municipal security force, and market service providers, i.e. private security. Each has its own place and role in constructing security.

Security vs Tourist

If we look at the number of Hungarian security experts and the number of tourists, we get the following figures: There are 183,657 security professionals in Hungary. There are 6.2 million

domestic and 5.7 million foreign tourists each year, which means there are approximately 64.8 tourists per security professional. The number of tourists is increasing year by year, with the number of security people stagnating. Human involvement is important for people-centered tourism security.

Overtourism

The number of people who are burdened by border protection after the mass migration of 2015 is even more challenging for tourism. This is a phenomenon that has recently become a feature of overtourism. Overtourism describes destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably. (Goodwin, 2017)

We cannot provide a police officer to every tourist and to every citizen. Citizens are expected to be aware of their living conditions, and to maintain a security conscious attitude. Unfortunately, it is not only tourists that enjoy freedom, so their security conscious behavior is important. Therefore, they need to be closely monitored in a non-inhibitory way. Possible developments include process and organizational development.

Possible ways of innovation

External Partners with local administrative authorities, with police for local government organizations, local militia. *Internal Partners* Services; the establishment of your own property protection company, the use or involvement of professionals, the development of safety technology to support the activity

In terms of optimal design and operation, external partners and internal developments should be consistent. They should help each other, communicate in case of a potential event that endangers normal operation; work together to resolve the situation in the best way possible in order to alleviate possible personal and material damage. Organizational development complements innovation. The first is the guest, and satisfaction is the most important aspect of the activity. Organizational development can contribute to the development and operation of tourism security.

Organizational development (OD)

- Organizational development is the problem-solving capability of an organization. Common diagnosis, analysis and formulation of development goals and tasks.
- It has three kinds of results.
- development plan
- increased self-development of the organization
- a growing community (Domschitz – Ruzsa, 2013).

4. Conclusion and Suggestion

SMART Tourism and Security

Specific; Measurable; Achievable; Relevant; Time-boxed

What the SMART acronym means for tourism and security

“S” – Specific

A well-formulated tourism and security goal is not just mere words. The word “specific” means to define the specifics.

“M” – Measurable

As a rule, what is not measurable is hard to check if we have achieved it at all. In many cases, tourism security can cost as much as some business activity, so it is worth setting a goal that may be measured on a daily basis anyway.

“A” – Achievable

Although the letter A is matched with several words, this is the most important. The formulation of a tourism security objective only makes sense if it can be accompanied by actual action.

“R” – Relevant

There is no point in defining a tourism safety goal that expresses our dreams. If you want to become a market leader or hold a steady second position, you need a realistic goal and motivation to take action.

“T” – Time-boxed

The goal of tourism security is defined in order to carry out the tasks necessary to achieve it. Most people (and businesses), however, do not like meeting deadlines, but they leave everything to the last minute. Therefore, it is advisable to set a target date which we can then break down to the level of specific tasks.

In SMART, it is Security *and* Tourism, not *or*. They are equal.

SMART Innovation and Development

Technological challenges, the digital lifestyle, and the associated disruptive effects, the continued success of the information revolution, the emergence of artificial intelligence, the development of robotics and the expected introduction of self-driving vehicles will not only pose challenges for the tourism industry. Possible ways ahead of tourism and security include partnership with local public administration; partnership with the police; settlement-level organizations (civil guard; local police law enforcement); development of technology; Artificial Intelligence and robotics. Tourism will become the leading industry in the future. Tourism is a must for all, also for foreigners: uninterrupted relaxation with security as a basic value. Related activities constitute a public task at the level of legislation and organizations. But the state cannot be present everywhere. As we have seen, the number of organizations involved in security design is finite. Since 2015, border police tasks involving the police have increased significantly. Additionally, Hungary's so-called headaches, or Budapest law enforcement tasks, engage approximately one-third of the force. Hungary hosts many events, including sporting events, concerts, festivals, urban outdoor events, and, of course, aquaculture and thermal waters are also attractive to domestic and foreign guests. So the security staff has a heavy workload as tourism is growing steadily. For this reason, private security and tourism must be based on common innovation in developing specific activities. These can include the development of security technology and the development of a smaller but highly trained staff. On the other hand, the proper selection of safety guides is also important, so that you can do high-quality work regardless of the number of employees. An additional development may be the use of drones. Creating your own organization can be the next solution because every tourism organization has a different nature. Therefore, due to the nature of the settlement and the nature of the services, the geographical location of the given service is important. Our own staff can work with the management to develop and maintain high-quality recommendations on a continuous basis. A possible development solution for the protection of tourists is the bill that is currently being adopted regarding nationwide networked surveillance cameras. Prevention is easier and camera systems can be good tools for that. The solution is bidirectional: human resources training and development on the one hand, and the use of digitization, robotics and artificial intelligence on the other. Security complements tourism. Improvements on both sides are balanced by constraints and experiences.

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